

①

TAE, mg/light

BRAND	Size	TITLE Market Sample #33	PM May 1979	FTC
Carlton - Boy	KF	0.3	0.3	0.2
Carlton Menthol	KFM	0.8	0.7	0.6
Benson Edgecut	RF	1.0	1.1	0.8
Carlton	KF	1.2	1.1	0.9
New	KF	1.7	2.0	1.9
New Menthol - Boy	KFM	1.9	1.8	1.7
Keaton Ultra Four Leaf Menthol	KFM	1.9	1.5	1.8
New Menthol	KFM	2.1	2.4	1.8
New - Boy	KF	2.1	1.9	1.9
Triumph Menthol	KFM	2.3	3.6	2.0
Kent III	KF	3.5	3.3	2.9
Backberg Menthol	100	3.6	3.4	3.4
Triumph	KF	3.6	3.6	3.3
Queby	100	3.9	3.6	3.7
Grand	KF	4.1	4.5	4.0
Carlton Menthol	100	4.4	4.5	4.1
Locals	KF	4.7	4.4	4.6
Carlton	100	4.9	4.7	5.6
Decker Menthol	KFM	5.0	4.6	4.3
Naval II Menthol	KFM	5.2	4.9	5.0
New Menthol	KFM	5.3	5.1	5.0
Naval II	KF	5.4	5.1	5.1
8# Moflight	KF	7.2	7.6	7.3
Dee Mee Extra Light	KF	7.3	7.6.3	6.7
Jaguard	KF	7.3	7.9	7.5
Jack Light	100	7.4	8.2	7.8
Jack Light	KF	7.5	7.6	7.7
Jack Light Menthol	KFM	7.7	7.6	8.3
Jack Light	KF	7.9	7.3	1.4
Jaguard	KF	7.9	7.8	7.9
8# Moflight	100	7.8	6.9	7.2
Concession Light	120	8.2	8.8	7.8
Concession Light Menthol	120	8.4	9.0	9.3
New	KF	8.5	78.8.4	8.4

(2)

TAE mg/kgwt

BREND	SIZE	TIME BACK ET Sample #	P.M. May 1979	ETC
Kent. Alder flight	100	8.6	7.8 8.2	9.3 x
Ment. Mouthful	KFM	8.7	8.4	8.6 ✓
Kent. Shrub flight Mouthful	100	8.8	9.3	9.1 ✓
Thymus flight Mouthful	KFM	9.0	8.9	9.5 ✓
Swampy Jan	KF	9.0	8.4	8.7 ✓
Old Wood Mouthful	KF	9.1	8.8	9.8 ✓
White Sticks Mouthful	KFM	9.2	8.8	8.4 x ✓
Real Mouthful	KFM	9.2	8.5	8.5 ✓
Thymus flight Mouthful	KF	9.3	8.7	9.1 ✓
Kent. Shrub flight	KFM	9.4	8.6	9.2 ✓
Swampy Jan (Bay)	KF	9.4	8.9	10.3 ✓
White Sticks Mouthful	100	9.4	9.5	9.4 ✓
Thymus flight Mouthful	100	9.5	8.6	9.2 ✓
Belgian Mouthful	100	9.6	8.7	8.7 ✓
Kent. Shrub flight Mouthful	100	9.7	9.1	10.1 ✓
Swampy Jan Mouthful	KF	9.7	9.5	9.4 ✓
Belgian flight	KF	9.7	8.4	9.4 ✓
Thymus flight Mouthful	100	9.9	8.9	9.7 ✓
Swampy Jan flight	100	10.0	9.0	9.4 ✓
Belgian Mouthful	KFM	10.0	8.3	9.5 ✓
Ment	100	10.3	10.1	10.5 ✓
Cornel flight	KF	10.4	10.2	10.2 ✓
Real	KF	10.5	9.9	10.1 ✓
Swampy Jan Mouthful	100	10.5	9.4 10.1	10.4 ✓
Belgian flight Mouthful	100	10.6	10.4	10.7 ✓
Ment Mouthful	KFM	10.6	10.3	10.6 ✓
Thymus flight Mouthful	100	10.7	10.5	11.0 ✓
Swampy Jan flight Mouthful	100	10.7	10.5	10.6 ✓
Belgian	KF	11.0	9.2 10.3	10.7 ✓
Swampy Jan flight	KF	11.3	11.4	11.7 ✓
Thymus flight Mouthful	100	11.3	11.0	11.6 ✓
Belgian flight Mouthful	KFM	11.4	10.6	11.0 ✓
Real flight	100	11.4	11.3	12.0 ✓
Swampy Jan flight Mouthful	100	11.5	11.2	10.7 ✓

TAR. mg/cigt

③

BRAND	SIZE	TIT # Sample 23	PM May 1979	FTC
Kent Micronite II	KF	11.6	11.7	11.3 ✓
Multi Filter	KF	11.8	11.3	11.3 ✓
Vantage	100	11.9	10.9	11.7 ✓
Multi Filter Menthol	KFM	12.0	12.6	11.9 ✓
Marlboro Lights	100	12.1	? 10.9 11.6	11.9 ✓
Paral Menthol	KFM	12.3	12.2	12.2 ✓
Silver Kings	100	12.6	11.7	12.4 ✓
Kool Milds Menthol	KFM	12.8	12.5	12.5 ✓
Paral	KF	12.9	12.9	13.0 ✓
Kent Micronite II - Bad	KF	13.1	12.5	13.1 ✓
Grey	120	(13.2)	—	(13.2)
Viceroy	KF	13.3	13.1	13.3 ✓
Grey Menthol	120	(13.5)	—	(13.2) ✓
Marathon Lights	100	13.6	? 11.8 13.1	13.3 ✓
Tare	100	13.6	13.0	13.3 ✓
True Menthol	100	13.6	13.0	13.7 ✓
Camel Lights	100	13.7	? 12.6	13.5 ✓
Torreyton	100	13.9	13.6	14.0 ✓
Torreyton Lights	KF	14.0	13.2	14.0 ✓
Weston Lights	KF	14.0	13.9	13.9 ✓
Kent Micronite II	100	14.1	13.5	13.7 ✓
Marlboro Menthol - Bad	KFM	14.3	14.9	14.6 ✓
St. Marys Menthol	100	14.6	14.3	15.1 ✓
Virginia Slims Menthol	100	14.6	13.9	15.0 ✓
4 PM - Bad	KF	14.7	14.7	14.4 ✓
Marlboro Menthol	KFM	14.7	14.8	15.0 ✓
4 PM	KF	14.8	14.2	15.2 ✓
Virginia Slims	100	14.9	? 14.3 15.3	15.6 ✓
Alpina Menthol	KFM	14.9	14.6	14.6 ✓
Kent Micronite II Menthol	100	15.1	14.5	14.7 ✓
Grey	100	15.3	14.8	15.0 ✓
St. Marys	100	15.3	? 13.8 15.3	15.7 ✓
Chesterfield	KF	15.4	? 14.2 15.4	15.2 ✓
Necessary Super Long	100	15.4	? 14.9 15.4	15.7 ✓

④	Tare mg/ast.	PM May 1979	ETC
BRAND	SIZE	ITL MARKET SAMPLE #3	
Caia Mental	KEM	15.4	15.5
Ball Mee Mental	100	15.5	15.0
Free Mental	100	15.5	15.2
Dee Maurice	KF	15.5	15.1
Kal Mental	100	15.7	15.2
Sam Mental	100	15.8	15.3
Shantoga Mental	120	15.8	7. 14.5 14
Waleigh	KF	15.9	15.5
Juviat Mental	100	15.9	16.1
Shantoga	120	16.0	7. 14.8 14
Salem Mental	KEM	16.0	15.8
Sam	100	16.1	15.2
Chaterhill	100	16.3	7. 15.1
Newport Mental Bay	KEM	16.3	17.0
Mullaro - Bay	100	16.4	16.9
Salem Mental - Bay	KEM	16.5	16.2
Jong John Mental	120	16.5	7. 14.4 14
Red Mental - Bay	KEM	16.6	16.1
Mullaro	100	16.6	7. 15.7
Palau	100	16.6	7. 14.5 14
Galaxy	KF	16.7	15.7
Samon & Helgea - Bay	100	16.8	16.1
Mullaro	KF	16.9	16.8
Mullaro - Bay	KF	17.0	16.9
Old Ball Fitter	KF	17.1	16.8
Kal Mental	KEM	17.1	16.3
Menthuin Mental	KEM	17.2	17.9
Stack	KF	17.2	17.4
Samon & Helgea Mental	100	17.2	16.7
Samon & Helgea	KF	17.2	16.6
Samon & Helgea	100	17.3	7. 16.0 16.8
Jee Mental	100	17.4	16.9
Samon & Helgea Mental - Bay	100	17.4	16.6
Ball Mee	100	17.5	16.9
Newport Mental	KEM	17.6	17.5

⑤	BRAND	TAC mg/cig		SIZE	TITL MARKET sample #3		PM may 1979	FTC
Med	Med	120	17.8			17.5		17.5%
Ball	Med	KE	17.8			18.1		18.3%
Med	Menthol	120	18.0			17.5		17.8%
Old	Menthol	100	18.0			18.7		18.0%
Old	Domestic International	120	18.2			17.7		17.5%
Old	Domestic International	100	18.5			18.3		17.8%
Old	Domestic International	100	18.6		?	17.6 18.4		19.1%
Old	Domestic International	100	18.7			18.7		17.7%
Old	Domestic International	120	18.9		?	17.8 18.4		18.4%
Old	Domestic International	100	19.0			19.1		19.4%
Old	Domestic International	100	19.0			19.8		18.9%
Old	Domestic International	100	19.2		?	18.6 18.9		19.0%
Old	Domestic International	KE	19.3			19.3		19.7%
Old	Domestic International	100	19.3			18.6		19.5%
Old	Domestic International	RNF	19.5			19.3		19.0%
Old	Domestic International	KE	19.5			19.2		19.4%
Old	Domestic International	KE	19.8			18.9		19.2%
Old	Domestic International	100	19.9			19.1		19.8%
Old	Domestic International	RNF	20.5			21.6		21.5%
Old	Domestic International	RNF	23.3		?	21.8 24.4		23.3%
Old	Domestic International	RNF	23.3			23.7		23.8%
Old	Domestic International	RNF	23.4			23.2		23.0%
Old	Domestic International	RNF	23.9			23.2		24.0%
Old	Domestic International	120	24.0			23.4		17.8%
Old	Domestic International	RNF	24.0			23.2		23.7%
Old	Domestic International	120	24.0		?	23.2 24.4		23.4%
Old	Domestic International	KE	24.8			24.6		24.4%
Old	Domestic International	RNF	24.9			24.1		23.8%
Old	Domestic International	RNF	25.1		?	23.6 24.4		24.2%
Old	Domestic International	RNF	25.2		?	23.9 24.4		24.3%
Old	Domestic International	RNF	25.6			25.1		25.5%
Old	Domestic International	RNF	26.5			26.0		25.5%
Old	Domestic International	RNF	26.7		?	24.7 26.4		25.5%
Old	Domestic International	RNF	27.3			26.5		26.8%
Old	Domestic International	RNF	27.9			26.7		27.6%
Old	Domestic International	RNF	28.0			26.4		27.5%
Old	Domestic International	RNF	28.6			26.7		27.7%
Old	Domestic International	KE	29.3			30.5		27.3%
Old	Domestic International	RNF	29.9			28.1		27.8%